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# ORDER FOR SUPPLIES OR SERVICES **SCHEDULE - CONTINUATION**

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IMPORTANT: Mark all packages and papers with contract and/or order numbers. DATE OF ORDER CONTRACT NO. ORDER NO. 0107 02/29/2012 EP-W-11-022 QUANTITY ITEM NO. QUANTITY UNIT UNIT AMOUNT SUPPLIES/SERVICES ACCEPTED ORDERED PRICE (d) (f) (g) (a) (c) (e) Admin Office: HPOD US Environmental Protection Agency Headquarters Procurement Operations Ariel Rios Building 1200 Pennsylvania Avenue, NW Washington DC 20460 Accounting Info: 12-13-B-58E8-101A46XP3-2505-1258EE2193-001 BFY: 12 EFY: 13 Fund: B Budget Org: 58E8 Program (PRC): 101A46XP3 Budget (BOC): 2505 DCN - Line ID: 1258EE2193-001 Period of Performance: 03/01/2012 to 02/28/2013 0001 Cadmus EP-W-11-022 TO # 107 ES Logo 180,000.00 Monitoring, Media Analysis and Outreach Support in accordance with the attached statement of work. The Cadmus budget estimate dated February 15, 2012 for \$698,434 and 5,375 hours is approved. The order is currently funded with \$180,000.00. An additional \$518,434.00 is needed to fully fund the order. Additional funding will be added as it becomes available. Karen Schneider \$180,000.00

TOTAL CARRIED FORWARD TO 1ST PAGE (ITEM 17(H))

# The Cadmus Group ENERGY STAR Marketing, Media & Education Support Services EP-W-11-022

Task Order Number: 0107

Task Order Title: Logo Monitoring, Media Analysis and Outreach Support for the ENERGY

STAR Program

Period of Performance: 3/1/12-2/28/13

Task Order Contract Officer Representative (TOCOR): Karen Schneider

**Alternate TOCOR: Courtney Upshall** 

#### **BACKGROUND AND PURPOSE**

ENERGY STAR is a voluntary program sponsored by the Environmental Protection Agency's (EPA's) Climate Protection Partnership Division (CPPD). The program began in 1992 to encourage industry, institutions, organizations, and the public to reduce or prevent pollution through the use of energy-efficient technologies.

EPA continues its work to strengthen the educational message of ENERGY STAR to all sectors. EPA is working to promote the program by balancing the use of a single identity with an understanding of the unique offerings for the residential and commercial market. ENERGY STAR uses a variety of communications and marketing tools to educate individuals and organizations, including increased use of the Internet as an important option for communication and information sharing.

EPA has introduced a number of efforts designed to support manufacturers in the development and implementation of various energy-efficient, product-related technologies relevant to office equipment, consumer electronics, residential heating and cooling systems, among other products and product categories. EPA also supports manufacturers, retailers, and local energy efficiency program sponsors in the promotion of products that have earned the ENERGY STAR and works with these sectors to stimulate market demand for these products.

To ensure the integrity of the ENERGY STAR name and logo, EPA is responsible for ensuring that these registered trademarks are used correctly by all parties in print and on the Web. This task order builds upon EPA's efforts to understand how the logo is currently used by monitoring the use and presence of the ENERGY STAR name and logo in print and Web-based advertisements. Under this Task Order, EPA also seeks to track and analyze the presence and content of articles featuring and/or mentioning the ENERGY STAR program. Using information from the monitoring research and media inquiries, the Contractor shall support ENERGY STAR outreach efforts such as media tours and newsletters. Specifically, under this Task Order, the Contractor shall:

- 1. Monitor advertisements and track how companies use and misuse the logo.
- 2. Work with EPA to address logo uses that are not consistent with the ENERGY STAR Identity Guidelines.
- 3. Analyze articles on a quarterly basis that feature or mention ENERGY STAR.
- 4. Coordinate with EPA to respond to media requests for ENERGY STAR information.
- Prepare and distribute outreach material (e.g., newsletters) to media audiences, and proactively contact long-lead publications, as requested by the EPA Contracting Officer Representative. (COR)
- 6. Coordinate and implement media tours, as requested by the EPA COR.

## Task 1. ENERGY STAR Logo Use Monitoring and Management of Violations

The Cadmus team shall monitor the ENERGY STAR logo in print advertisements and quarterly monitoring of logo use on the Web, monthly. Specifically, The Contractor monitors the presence of ENERGY STAR logos across national publications both online and in print to ensure companies are incorporating it into their advertisements properly. The Contractor also monitors the presence of individual ENERGY STAR public service announcements (PSAs). All searches incorporate the phrase ENERGY STAR, as well as the individual keywords ENERGY and STAR.

Cadmus shall also continue to prepare letters and follow up with companies that use the logo in a manner that is not consistent with the ENERGY STAR Identity Guidelines. Cadmus shall continue to separate logo violations into major and minor violations and to address each type of violation in a manner consistent with the previous logo monitoring and violation management work conducted.

EPA anticipates that as use of the logo continues to become more prevalent, Cadmus shall receive increasing advertisement clips on a monthly basis. The Cadmus team should continually monitor costs of different monitoring services and the cost of monitoring different medias to recommend the most cost effective solution for EPA. The Cadmus team shall also monitor use of the ENERGY STAR logo on the Web and coordinate with EPA to address any Web-based logo usage that is not consistent with the ENERGY STAR Identity Guidelines.

For all logo violations, Cadmus shall identify a contact and either call or send written communication to the contact with information on how to correct any logo misuse. Cadmus shall also continue to track all communication, including date and details about any calls made or letters sent, in the logo violations database. Cadmus shall prepare a monthly report outlining logo use trends and detailing logo use violations, as well as any exchanges or interactions that have occurred with companies. Cadmus shall also track domain name violations on a regular basis.

Deliverables:

Monthly reports on logo usage and logo violations (and accompanying material) Quarterly reports on Internet violations

#### Task 2. Media Analysis and Tracking

The Contractor shall monitor media coverage of ENERGY STAR (via print, internet and broadcast). Cadmus shall distribute the clips daily via email to appropriate EPA CORS and personnel as well as other subcontractors. The Contractor shall also prepare a monthly report that summarizes the coverage for the previous month. The Contractor shall include media tracking results that allow EPA to maintain consistent trend data since 2001. To this end, each report shall chart the monthly and cumulative media presence of ENERGY STAR and shall include tables and graphs incorporating data Cadmus has been collecting over the past 10 years.

Deliverables:

Daily email with media hits Monthly media report

#### Task 3. Media Analysis and Support

Under this task, the Cadmus team shall continue to identify, recommend, and implement the strongest media outreach angles and opportunities to build awareness of ENERGY STAR products. Cadmus shall continue to conduct the media analysis (under Task 2) and identify opportunities for proactive outreach to selected media outlets. Based on its analysis of ENERGY STAR's presence in the news, the Cadmus team shall work with the EPA COR to devise strategies to gain increased, positive coverage. In addition, Cadmus shall provide recommendations regarding future media targets, as requested by the EPA COR.

Cadmus shall also determine the appropriate EPA contact to respond to requests from the media for information, logos, and facts on ENERGY STAR. Cadmus shall monitor media line and e-mail requests on a daily basis and pursue proactive outreach to all interested media outlets, including coordinating with other parts of the ENERGY STAR program. Cadmus shall e-mail the EPA COR with daily updates of activity from interested media outlets.

Based on the initial calls with the EPA COR, under this task Cadmus may also review the on-line newsroom to ensure it reflects the latest ENERGY STAR information, as well as recommend new articles to update the newsroom. Throughout the period of performance, Cadmus and the EPA COR shall conduct monthly meetings to define new opportunities and further refine expected deliverables.

Deliverables: Monthly progress reports

### Task 4. Support for ENERGY STAR Outreach

As directed by the EPA COR, Cadmus shall assist in research and outreach regarding the ENEGRY STAR program. This includes tracking information about the public awareness and understanding of ENERGY STAR and drafting up to four newsletters to provide support communication with media outlets to publicize ENERGY STAR program news and activities. Before developing any materials or tracking data, Cadmus shall meet with the EPA COR to discuss the objective and delivery schedule.

Deliverables: TBD

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Ariel Rios Building 1200 Pennsylvania Avenue, NW Washington DC 20460 8. NAME AND ADDRESS OF CONTRACTOR (No., street			1200 Wash	el Rios Building ) Pennsylvania Avenue, 1 nington DC 20460 AMENDMENT OF SOLICITATION NO.	NW	,
CADMUS GROUP, INC. THE 57 WATER STREET WATERTOWN MA 024724603	, сошну, заав ани		9B.	DATED (SEE ITEM 11)  A MODIFICATION OF CONTRACT/ORDER NOT - W - 11 - 022	0.	
			01	.07 B. DATED (SEE ITEM 13)		
CODE (b)(4)	FACILITY COL	DE	0	2/29/2012		
	11. THIS ITE	M ONLY APPLIES TO A	-	ENTS OF SOLICITATIONS		
Items 8 and 15, and returning conseparate letter or telegram which includes a reference THE PLACE DESIGNATED FOR THE RECEIPT OF virtue of this amendment you desire to change an offer to the solicitation and this amendment, and is received 12. ACCOUNTING AND APPROPRIATION DATA (If received)	to the solicitatio OFFERS PRIOR or already submit d prior to the ope	n and amendment numbe TO THE HOUR AND DA ted, such change may be ning hour and date specif	ers. FA TE SPI made t	ECIFIED MAY RESULT IN REJECTION OF YOur state of the second of the secon	BE REC OUR OF letter n	CEIVED AT FER. If by
See Schedule	, ,	Nec	THE	rease:	.50,	134.00
	CT/ORDER IS M I IN ITEM 14, PU T IS ENTERED	ODIFIED TO REFLECT T JRSUANT TO THE AUTH	HE AD	ES SET FORTH IN ITEM 14 ARE MADE IN THE MINISTRATIVE CHANGES (such as changes OF FAR 43.103(b).  TY OF:		
			191	0 copies to the issuince		
E.IMPORTANT: Contractor (X) is not.  14. DESCRIPTION OF AMENDMENT/MODIFICATION DUNS Number: (b)(4)  TO 0107 Logo Monitoring, Med TOPO: Gwendolyn Taylor The purpose of this modifica \$158,434.00. As a result, th \$698,434.00. This task order In addition, the alternate C	ia Analy tion is e total is here	sis and Outre to provide in funded amount by fully fund	each ncrent included.	Support for the ENERGY mental funding in the arcreases from \$540,000.00	STA moun 0 to	t of
below.	on onung	ob Trom oour	iio y	opphari to kriberimi va		2 00 5110 111
LIST OF CHANGES:	9					
Except as provided herein, all terms and conditions of the 15A. NAME AND TITLE OF SIGNER (Type or print)	e document refe	renced in Item 9A or 10A	16A.	NAME AND TITLE OF CONTRACTING OFFIC	a major contact year	
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		rron Doherty  JNITED STATES OF AMERICA	9	16C. DATE SIGNED
(Signature of person authorized to sign)				(Signature of Contracting Officer)		10/03/2012

 CONTINUATION SHEET
 REFERENCE NO. OF DOCUMENT BEING CONTINUED
 PAGE
 OF

 EP-W-11-022/0107/004
 2
 2

ITEM NO.	SUPPLIES/SERVICES	QUANTITY		UNIT PRICE	AMOUNT
(A)	(B)	(C)	(D)	(E)	(F)
	Obligated Amount for this Modification:	, ,, ,, ,,			¥
	\$158,434.00 New Total Obligated Amount for this Award:	5			
	\$698,434.00				
	Incremental Funded Amount changed: from				
	\$540,000.00 to \$698,434.00				
	Alternate COR/Project Officer changed to :	į.		7	
	Kristinn Vazquez - vazquez.kristinn@epa.gov;				
	202-343-9062.	ŧ	2	8	
		B 10 10			
	NEW ACCOUNTING CODE ADDED:	i.			
	Account code: 12-13-B-58E8-101A46XP3-2505-1258EE2502-001				
	Beginning FiscalYear 12	e:			
	Ending Fiscal Year 13				
	Fund (Appropriation) B				
	Budget Organization 58E8			=	
	Amount: \$158,434.00	# 1 # 7		-	
				,	
				w.	,
	Delivery Location Code: OAR/OAP/CPPD	1			
	OAR/OAP/CPPD US Environmental Protection Agency		1	,	:
	1200 Pennsylvania Avenue NW			,	*
	Mail Code 6202J				
	OAP/CPPD		8		
	Washington DC 20460 USA				
	Payment:				
	RTP Finance Center				
	US Environmental Protection Agency			v	E.
	RTP-Finance Center				20
	Mail Drop D143-02 109 TW Alexander Drive				ti d
	Durham NC 27711			N	ψ.
	FOB: Destination				
9	Period of Performance: 03/01/2012 to 02/28/2013				
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AMENDMEN	T OF SOLICITATION/MODIFIC	ATION OF CONTRACT		1. CONTRACT ID CODE	P	AGE OF PAGES
2. AMENDMEN	T/MODIFICATION NO.	3. EFFECTIVE DATE	4. REC	UISITION/PURCHASE REQ. NO.	5. PRO	JECT NO. (If applicable)
005		09/18/2014			NEW	AWARD
6. ISSUED BY	CODE	HPOD	7. ADI	AINISTERED BY (if other than Item 6)	CODE	
Headquar Ariel Ri 1200 Pen	conmental Protection ters Procurement Ope os Building insylvania Avenue, NW on DC 20460	erations				,
	ADDRESS OF CONTRACTOR (No., street	, county, State and ZiP Code)	(x) 9A.	AMENDMENT OF SOLICITATION NO.		
CADMUS GE 57 WATER	ROUP, INC. THE		98. X 10/ E 1	DATED (SEE ITEM 11)  MODIFICATION OF CONTRACT/ORDER N -W-11-022 07 B. DATED (SEE ITEM 13)	O.	
CODE (b)(4)	)	FACILITY CODE	-   o	2/29/2012		
		11, THIS ITEM ONLY APPLIES TO		as as a popular contract of		
separate lette THE PLACE virtue of this a to the solicitat	or or telegram which includes a reference DESIGNATED FOR THE RECEIPT OF ( amendment you desire to change an offe tion and this amendment, and is received	to the solicitation and amendment num DFFERS PRIOR TO THE HOUR AND It already submitted, such change may it be prior to the opening hour and date spe	bers. FA DATE SPI be made t ecified.	eipt of this amendment on each copy of the off LURE OF YOUR ACKNOWLEDGEMENT TO CCIPIED MAY RESULT IN REJECTION OF YO by telegram or letter, provided each telegram or	BE RECI OUR OFF letter ma	EIVED AT ER. If by akes reference
See Sche	NG AND APPROPRIATION DATA (If req	Ne	t Dec	rease: -\$	2,53	3.87
X	A. THIS CHANGE ORDER IS ISSUED F ORDER NO. IN ITEM 10A.	PURSUANT TO: (Specify authority) TH ST/ORDER IS MODIFIED TO REFLECT IN ITEM 14, PURSUANT TO THE AU T IS ENTERED INTO PURSUANT TO	E CHANG	ES SET FORTH IN ITEM 14 ARE MADE IN TO MINISTRATIVE CHANGES (such as changes OF FAR 43.103(b).  TY OF:	HE CON	TRACT
		*		H-		
E. IMPORTANT:	: Contractor X is not,	is required to sign this document a	nd return	0 copies to the issuing	office.	
DUNS Number 10 0107 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ber: (b)(4)  Logo Monitoring, Med. endolyn Taylor ose of this modifica 7 from DCN 1258EE250	ia Analysis and Outration is to de-obligate 2 and close out this cation: -\$2,533.87 ard: \$695,900.13 diffication: -\$2,533.	reach ate re s Tas:		STAR	
Continue						×.
		e document referenced in Item 9A or 10	A, as her	etofore changed, remains unchanged and in fu	Il force a	nd effect.
15A. NAME AND	D TITLE OF SIGNER (Type or print)		16A. I	NAME AND TITLE OF CONTRACTING OFFIC	ER (Typ	e or print)
			Sha	rron Doherty		
	TOR/OFFEROR  Signature of person authorized to sign)	15C. DATE SIGNED	10	METATAL REPORTATION	LECTRO SIGNATI	and the large state of the same of

 CONTINUATION SHEET
 REFERENCE NO. OF DOCUMENT BEING CONTINUED
 PAGE
 OF

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EM NO. (A)	SUPPLIES/SERVICES (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE	AMOUNT (F)
	Incremental Funded Amount changed: from	1	· ·	V 27 1 2	
	\$698,434.00 to \$695,900.13	\$			*
	CHANGES FOR ACCOUNTING CODE:				
	12-13-B-58E8-101A46XP3-2505-1258EE2502-001				
	Amount changed from \$158,434.00 to \$155,900.13			6	
	Delivery Location Code: OAR/OAP/CPPD			je.	*
	OAR/OAP/CPPD				e e
	US Environmental Protection Agency		:	8 N	
	1200 Pennsylvania Avenue NW Mail Code 6202J			œ.	
	OAP/CPPD				
	Washington DC 20460 USA				
	Payment:				a ser
	RTP Finance Center US Environmental Protection Agency				S
	RTP-Finance Center				
	Mail Drop D143-02				
	109 TW Alexander Drive Durham NC 27711				
	FOB: Destination				
	Period of Performance: 03/01/2012 to 02/28/2013				
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